

INVOICE



WPBF
3970 RCA Boulevard
Suite 7007
Palm Beach Gardens, FL 33410
Main: (561)694-2525
Billing: (407)389-7661

www.thewpbfchannel.com

Billing Address:

McLaughlin & Associates
Attention: Accounts Payable
566 S. Route 303
Blauvelt, NY 10913

Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

Invoice #	Invoice Date	Invoice Month	Invoice Period
940230-1	08/12/12	August 2012	07/30/12 - 08/10/12

Station	Account Executive	Sales Office	Sales Region
WPBF	Mica Hansen	HRP -Washington	National

Advertiser	Product	Estimate Number
Florida Federation for Child	FL FED FOR CHILDREN	

Flight Dates	Order #	Alt Order #
08/08/12 - 08/10/12	940230	06266604

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	08/08/12	08/10/12	WPBF News 25 Mornings	6-7AM	--WTF--	:30	3	\$400.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	--WTF--	3	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Th	08/09/12	6:08 AM	WPBF News 25 Mornings	6-7AM	:30	FFCTV-12-002	\$400.00 NM
3	WPBF	Th	08/09/12	6:37 AM	WPBF News 25 Mornings	6-7AM	:30	FFCTV-12-002	\$400.00 NM
2	WPBF	F	08/10/12	6:09 AM	WPBF News 25 Mornings	6-7AM	:30	FFCTV-12-002	\$400.00 NM
2	08/08/12	08/10/12	Good Morning America	7-9AM	--WTF--	:30	3	\$475.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	--WTF--	3	\$475.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WPBF	Th	08/09/12	7:30 AM	Good Morning America	7-9AM	:30	FFCTV-12-002	\$475.00 NM
3	WPBF	Th	08/09/12	8:58 AM	Good Morning America	7-9AM	:30	FFCTV-12-002	\$475.00 NM
1	WPBF	F	08/10/12	7:25 AM	Good Morning America	7-9AM	:30	FFCTV-12-002	\$475.00 NM
3	08/08/12	08/10/12	The View	11A-12PM	--WTF--	:30	3	\$750.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	--WTF--	3	\$750.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WPBF	W	08/08/12	10:59 AM	The View	11A-12PM	:30	FFCTV-12-002	\$750.00 NM
1	WPBF	Th	08/09/12	10:59 AM	The View	11A-12PM	:30	FFCTV-12-002	\$750.00 NM
2	WPBF	F	08/10/12	10:59 AM	The View	11A-12PM	:30	FFCTV-12-002	\$750.00 NM
4	08/08/12	08/10/12	WPBF News 25 @ Noon	12pm-1230pm	--WTF--	:30	3	\$325.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	--WTF--	3	\$325.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	08/08/12	12:22 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	FFCTV-12-002	\$325.00 NM
3	WPBF	Th	08/09/12	12:29 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	FFCTV-12-002	\$325.00 NM
2	WPBF	F	08/10/12	12:30 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	FFCTV-12-002	\$325.00 NM
5	08/08/12	08/10/12	THE CHEW	1P-2P	--WTF--	:30	3	\$225.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	08/06/12	08/12/12	--WTF--	3	\$225.00				

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940230-1	08/12/12	August 2012	07/30/12 - 08/10/12

Advertiser	Product	Estimate Number
Florida Federation for Child	FL FED FOR CHILDREN	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	08/08/12	08/10/12	THE CHEW	1P-2P	--WTF--	:30	3	\$225.00	NM
Class of Time - Pre-emptible with notice									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	08/08/12	12:59 PM	THE CHEW	1P-2P	:30	FFCTV-12-002	\$225.00 NM
3	WPBF	Th	08/09/12	1:00 PM	THE CHEW	1P-2P	:30	FFCTV-12-002	\$225.00 NM
2	WPBF	F	08/10/12	12:58 PM	THE CHEW	1P-2P	:30	FFCTV-12-002	\$225.00 NM
6	08/08/12	08/09/12	Dr. Oz	4-5p	--WT---	:30	2	\$525.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	08/06/12	08/12/12	--WT---	2	\$525.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	08/08/12	4:39 PM	Dr. Oz	4-5p	:30	FFCTV-12-002	\$525.00 NM
2	WPBF	Th	08/09/12	4:20 PM	Dr. Oz	4-5p	:30	FFCTV-12-002	\$525.00 NM
7	08/08/12	08/10/12	M-F 5pm News	5-6pm	--WTF--	:30	3	\$475.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	08/06/12	08/12/12	--WTF--	3	\$475.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WPBF	W	08/08/12	5:53 PM	M-F 5pm News	5-6pm	:30	FFCTV-12-002	\$475.00 NM
2	WPBF	Th	08/09/12	5:21 PM	M-F 5pm News	5-6pm	:30	FFCTV-12-002	\$475.00 NM
1	WPBF	F	08/10/12	5:54 PM	M-F 5pm News	5-6pm	:30	FFCTV-12-002	\$475.00 NM
8	08/08/12	08/10/12	WPBF News 25 @ 6:00P	6-6:30PM	--WTF--	:30	3	\$625.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	08/06/12	08/12/12	--WTF--	3	\$625.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WPBF	W	08/08/12	6:10 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	FFCTV-12-002	\$625.00 NM
2	WPBF	Th	08/09/12	6:27 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	FFCTV-12-002	\$625.00 NM
1	WPBF	F	08/10/12	6:12 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	FFCTV-12-002	\$625.00 NM
9	08/08/12	08/09/12	Wheel Of Fortune	7-7:30PM	--WT---	:30	2	\$1,500.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	08/06/12	08/12/12	--WT---	2	\$1,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	08/08/12	7:16 PM	Wheel Of Fortune	7-7:30PM	:30	FFCTV-12-002	\$1,500.00 NM
2	WPBF	Th	08/09/12	7:08 PM	Wheel Of Fortune	7-7:30PM	:30	FFCTV-12-002	\$1,500.00 NM
10	08/08/12	08/10/12	Jeopardy	7:30-8PM	--WTF--	:30	3	\$1,600.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	08/06/12	08/12/12	--WTF--	3	\$1,600.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WPBF	W	08/08/12	7:51 PM	Jeopardy	7:30-8PM	:30	FFCTV-12-002	\$1,600.00 NM
1	WPBF	Th	08/09/12	7:40 PM	Jeopardy	7:30-8PM	:30	FFCTV-12-002	\$1,600.00 NM
2	WPBF	F	08/10/12	7:52 PM	Jeopardy	7:30-8PM	:30	FFCTV-12-002	\$1,600.00 NM
11	08/08/12	08/09/12	M-SUN WPBF News 25 @ 11-11:35PM		--WT---	:30	2	\$800.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	08/06/12	08/12/12	--WT---	2	\$800.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	08/08/12	11:30 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	FFCTV-12-002	\$800.00 NM
2	WPBF	Th	08/09/12	11:29 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	FFCTV-12-002	\$800.00 NM

Total Spots

30

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<u>Invoice #</u>	<u>Invoice Date</u>	<u>Invoice Month</u>	<u>Invoice Period</u>
940230-1	08/12/12	August 2012	07/30/12 - 08/10/12

<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>
Florida Federation for Child	FL FED FOR CHILDREN	

Payment Terms 30 Days

<u>Gross Total</u>	\$20,275.00
<u>Agency Commission</u>	\$3,041.25
<u>Net Amount Due</u>	\$17,233.75